

1954

DECEMBER

TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

IN THIS ISSUE

- ◆ Texas Architecture-1954
- ◆ Picture Report
On Fort Worth Convention
- ◆ Grayson Gill, TSA-AIA,
Elected President

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At the Dallas Fair exhibition of Texas Architecture 1954, seen by more than 100,000 visitors, a Texas family inspects one of the most popular exhibits, a scale model of the Thomas Jefferson High School in Dallas. Executive architects: Robert D. Goodwin and L. C. Cavitt, Jr., TSA-AIA, Dallas. Consulting architect: Mark Lemmon, TSA-AIA, Dallas.

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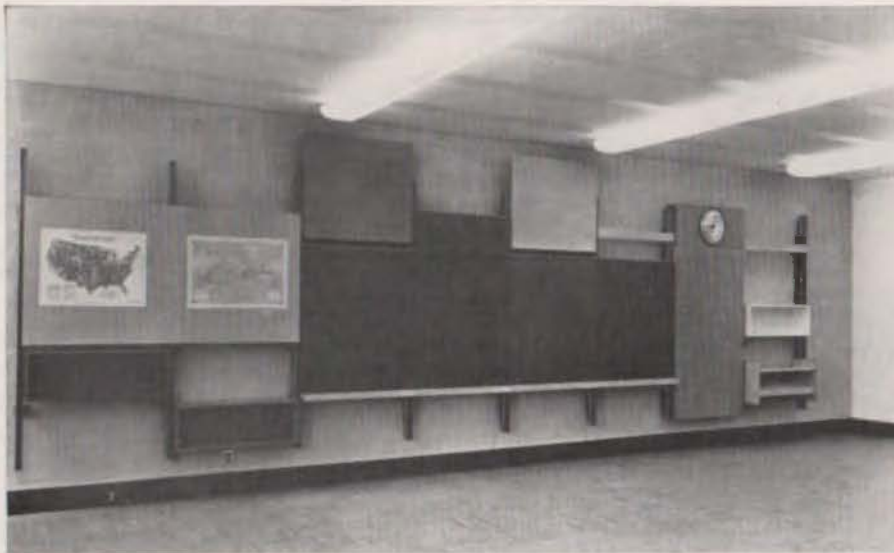
● The term "Reinforced Brick Masonry" or "RBM" simply means clay masonry into which steel reinforcement is imbedded and so placed that the brick or tile wall will have greatly increased resistance to forces which produce tensile, shear and compressive stresses. The structural design principles of RBM are the same as those employed for other types of reinforced masonry. Architects or engineers who are experienced in structural analysis will have no difficulty in projecting their knowledge and experience to the requirements of RBM. Likewise, the technique required of the bricklayer in building RBM is the same as for unreinforced brick masonry. No new skills are necessary.

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VOLUME 5

DECEMBER, 1954

NUMBER 8

Next Month

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A New Regional Architecture

More Texas Architecture-1954 Winners

New Officials Named By 12 TSA Chapters

Experiments With Classroom Lighting

In This Issue

Grayson Gill, a Dallas architect well-known over the state, is named to succeed Edwin W. Carroll of El Paso as head of the TSA, as a climax to the Fort Worth convention. Other new officials are R. Max Brooks of Austin, vice president; and Fred J. MacKie of Houston, second vice president.

Picture layouts show all the prize-winning entries in the "Texas Architecture-1954" competition seen by more than 100,000 at the Dallas State Fair. The entire exhibit will be seen over the state at special showings in coming months.

Another picture section shows events at the Fort Worth TSA convention with coverage by Jimmy Laughhead, taking pictures for the Featherlite Corporation.

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THE TEXAS ARCHITECT

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The Texas Regional District Organization of
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CALENDAR OF EVENTS

January 8—TSA board of directors winter meeting, Austin.

February 7-11—UHAS symposium at University of Houston.



FORT WORTH INTERNATIONAL AIRPORT—AMON CARTER FIELD

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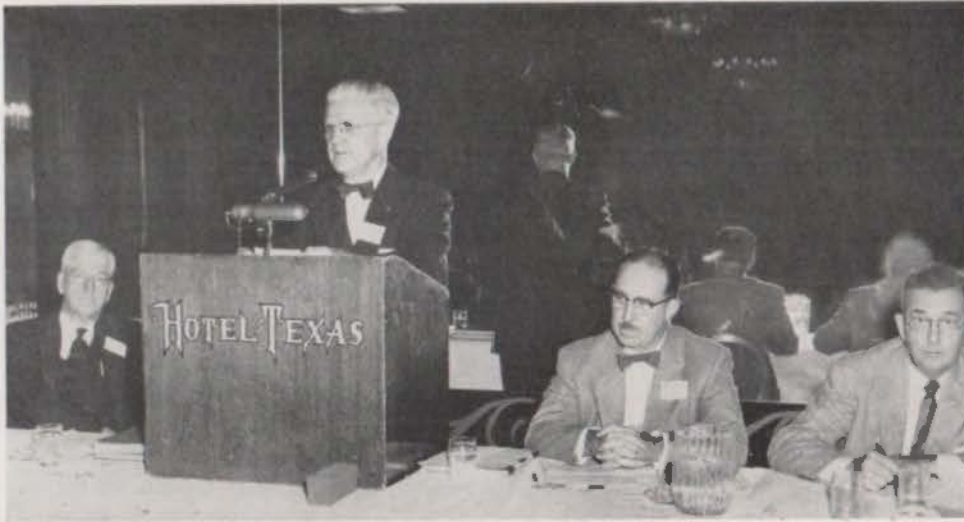
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M e m b e r R a i l S t e e l B a r A s s o c i a t i o n

TSA Annual Convention—1954



George Bain Cummings delivering the keynote address. Left to right, William Stanley Parker, FAIA, of Boston, Mass.; Mr. Cummings; Murrell Bennett, TSA-AIA of Dallas who presided at the seminar session; and David C. Baer, TSA-AIA of Houston, another speaker at the seminar.



Officers and directors of TSA, with the newly-elected 1955 officials seated in front with Edwin W. Carroll, TSA-AIA of El Paso, retiring president. Left to right, seated in front: Louis F. Southerland of Austin, secretary-treasurer; R. Max Brooks, new vice-president; Mr. Carroll; Grayson Gill of Dallas, incoming president; and Fred J. MacKie of Houston, second vice-president, all TSA-AIA.

Grayson Gill Named President As TSA Concludes Convention

The Texas Society of Architects concluded one of the most successful conventions in the organization's 15-year history with the election of Grayson Gill of Dallas as incoming president at Fort Worth November 5.

Elected to serve with Mr. Gill as top officers of TSA were R. Max Brooks of Austin, vice-president; and Fred J. MacKie of Houston, second vice-president. Mr. Gill succeeds Edwin W. Carroll of El Paso, and Mr. Brooks moves up from the second vice-presidency to his new post.

Fort Worth chapter officials in charge of the convention were Herman G. Cox, president; Preston Geren, Jr., chapter chairman, and John Floore, state chairman.

Keynote Address

The features of the three-day convention were the keynote address, "Orienting the Younger Practitioner", by George Bain Cummings of Binghamton, New York, national secretary of the American Institute of Architects; and speeches by William Stanley

Parker of Boston; David C. Baer of Houston, chairman of the AIA committee on office practice; Albert S. Golemon of Houston, AIA director; Walter Megronigle of Pittsburgh, Pa., public relations consultant to the AIA; and Edward L. Wilson of Fort Worth, immediate past director to the AIA and president of the Texas Architectural Foundation.

Great interest was also shown in the exhibition of prize-winning entries in the \$2500 Featherlite Competition for architectural students in Texas colleges and universities; in a special exhibit of winners of "Texas Architecture-1954", the statewide competition sponsored by TSA, the Dallas Chapter of the AIA, and the Dallas Museum of Fine Arts; in 40 exhibits by producers and manufacturers; and in an outstanding social program.

Traditions And Ethics

Mr. Cummings stressed the importance of alerting the younger architect to the traditions and ethics of the profession in his keynote address,

which also stressed the many ways in which the ethical practice of architecture is built around maximum service to client and community.

Mr. Parker spoke on the importance of a sound knowledge of the standard AIA documents.

Consultant To AIA

Mr. Baer, who is also a consultant to the AIA, presented the AIA accounting system and standardized office practice aids, pointing out how sound office procedures enable the architect to do a better job for his clients.

Mr. Golemon, a former TSA president, gave a concrete example of cost estimating on an actual hospital job. Mr. Megronigle outlined the key role that public relations concepts can play in advancing the younger architect in his profession, and Mr. Wilson discussed setting proper fees and earning them by thorough attention to the needs of the client and ethical standards.

Featherlite Winner

The first prize in the \$2500 Featherlite Competition, which this year centered around the designing of a teenage recreation center, went to George D. Richie of Princeton, Ky., a student

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TSA
Annual Convention
—1954

Scenes at the gala "Bookland"
costume party



All pictures by Jimmy Laughead,
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TSA
Annual Convention
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Above and at right, the annual awards luncheon. Top, famed golfer Ben Hogan rewards Fred J. MacKie, convention tourney winner. At right, Featherlite Competition winners with George Bickel of the Featherlite Corporation.



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at the University of Texas. Second prize went to a Houston student at the University of Houston, Bernard H. Rogers. Winner of the third prize was David C. Graeber of Austin, University of Texas.

Previously, the five Texas universities offering an architectural course had held campus competitions in which an additional \$2000 donated by the Featherlite Competition was distributed, \$400 at each school. The first place winners at each school were Texas A & M, F. C. Kirkham of Victoria; University of Texas, Mr. Richie; Rice Institute, Julius L. Pryzant of Houston; University of Houston, Donald Tomasco; and Texas Tech, Kenneth E. Yancey of Lubbock.

Continued In 1955

Mr. George Bickel of the Featherlite Corporation announced at the convention that the competition would be continued again in 1955.

Also announced at the convention were the four winners of the \$600 Texas Concrete Masonry Association Competition: Mr. Kirkham, Mr. Smith, Charles R. Topley of Rice, and Don Wrightman of Texas A M. Prizes of \$150 each were awarded.

Featured in the exhibition of "Texas Architecture-1954" winners at the convention were the two first place designs. In the commercial and institutional class, the first award went to the new home of the Oak Cliff Savings & Loan Association, by Prinz & Brooks of Dallas. Top entry among homes was the design for Mr. and Mrs. Peter Cramerus of Houston, by Wilson, Morris & Crain of Houston. Several clients were present as honor guests when award plaques and certificates were presented at an awards luncheon at the Ridglea Country Club, an outstanding convention affair attended by almost 400 persons.

Ben Hogon Presents Prizes

Also featured on the social program at the convention were the golf tourney, won by Mr. MacKie in men's competition; and by Mrs. MacKie in the women's division; tours of the Fort Worth Art Center and the International Airport; a gala "Bookland" costume party; and the traditional President's Dinner-Dance at the Rivercrest Country Club.

Ben Hogon, noted golfer, presented the golf tourney awards at the Ridglea luncheon.

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TEXAS ARCHITECTURE - 1954

Awards of Merit—Commercial and Institutional



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Harwood K. Smith and Joseph M. Mills, TSA-AIA, Architects, Dallas



Phi Delta Theta Fraternity House, Austin
Page, Southerland and Page, TSA-AIA, Architects, Austin

TEXAS ARCHITECTURE - 1954
Awards of Merit—Residential



House of Mr. and Mrs. Lawrence Blum, Beaumont
Bolton and Barnstone, TSA-AIA, Architects, Houston
(At right)

House for Mr. and Mrs. Harold M. Scherr, San Antonio
Milton A. Ryan, TSA-AIA, Architect, San Antonio



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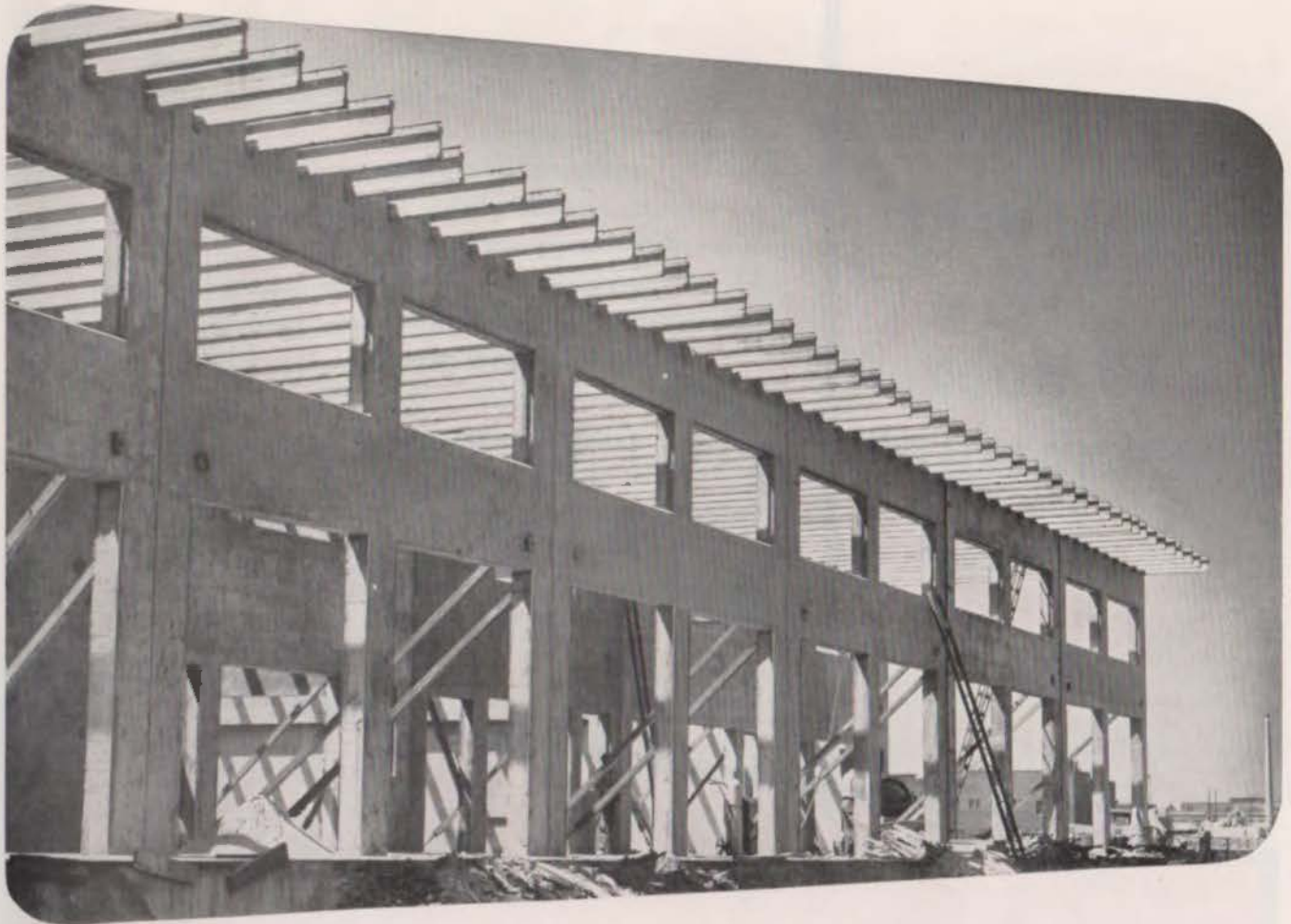
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A full-page advertisement in the November issue of the TEXAS ARCHITECT, showing the Arrow Park plant of the Parker Pen Company, designed by John J. Flad & Associates, architects, gave the impression that the body of the plant was built of Cordova Cream Limestone.

Actually the sills and coping are of limestone. The body of the plant is of "Snow White" Rockface Roman, made by the Malvern Brick & Tile Company of Malvern, Ark.



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